

# Green Growth: Rise of the Natural/Organic Food Shopper

Conversations in the Natural/Organic food space are changing quickly. At Stella Rising, we employ a mix of expert social listening tools and intelligence from our proprietary research community to stay on the pulse of consumer interest and perception. Consumers are driving and demanding change from their Food and Beverage brands. Powered by shoppers craving ingredient minimalism and concerned about the climate, Natural/Organic food sales have grown every year since 2008, and more than doubled over the last decade.

## WHAT SOCIAL TELLS US

**#Food** is a top category on social media and further drilling into that tells us that:

**#Vegan** was mentioned one million more times than **#organic** over the course of a single week



## INTEL FROM OUR COMMUNITY



**91%**

try their best to incorporate healthy food and beverage items into their diet

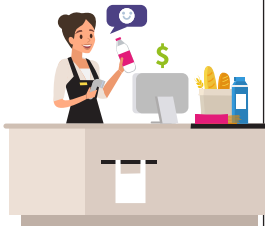


**81%**

said products must be healthy and delicious

## WHERE ARE PEOPLE TYPICALLY PURCHASING NATURAL/ORGANIC ITEMS?

- 59% Supermarket
- 37% Mass merchandiser
- 34% Natural supermarket
- 29% Specialty store
- 27% Warehouse club
- 25% Farmers' market



## WHAT'S MOTIVATING NATURAL/ORGANIC FOOD SHOPPERS?

- 49% Simple ingredients**
- 41% Free of artificial ingredients**
- 34% Short ingredients list**
- 33% Locally produced**
- 24% Recyclable packaging**
- 15% Ethical sourcing**
- 14% Biodegradable packaging**
- 12% Social mission**
- 6% Biodynamic**

## HOW ARE THEY DISCOVERING?

- 27%** sampled in-store first
- 25%** purchased after browsing
- 14%** tried new items after a friend's recommendation

## MILLENNIAL SENTIMENT DRIVES GROWTH

The importance of Natural/Organic over-indexes with this generation and, as they age, Gen Z is expected to follow suit

By age, those agreeing that Natural/Organic foods are safer for the environment:

63%	18 – 24 (Gen Z)
<b>73%</b>	<b>25 – 34 (Younger Millennials)</b>
63%	35 – 44 (Older Millennials)
57%	45 – 54 (Gen X)
42%	55+ (Boomers, Silents)

## A SPROUTING INDUSTRY



**52%** of organic purchasers and 41% of natural purchasers now buy more of these items than they did last year

Over **\$50B:** Organic sales this year, for the first time ever